

APPAREL AND ACCESSORIES

Kenzo explores Nigerian beauty routines in debut quarterly

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Photo from *Gidi gidi bu ugwu eze (Unity is strength)* by Kenzo

By STAFF REPORTS

Parisian fashion label Kenzo has launched a new print magazine to showcase its latest fashion collections.

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Available in-stores as of April 27, the LVMH-owned brand plans to partner with established and emerging talents to promote its fashions through a title called Kenzo Folio. Branded publications, especially blogs, surged in popularity alongside the rise of digital marketing, but Kenzo's print approach may point to the format's staying power.

Read all about it

For the first edition of Kenzo Folio, the brand worked with photographers Ruth Ossai and Akinola Davies, Jr. to explore Nigeria's youth and creative culture.

Titled "Gidi gidi bu ugwu eze," or "Unity is Strength," in English, Kenzo Zine's showcases its summer 2017 collection during different celebrations of the Igbo people in Nsukka, Nigeria.

The celebrations of life, an integral aspect of West African iconography, centers around a beauty pageant organized by young women living in Nsukka. Kenzo Zine takes an anthropological look at how the culture approaches beauty and glamour through fashion editorial.



Photo from Gidi gidi bu ugwu eze (Unity is strength) by Kenzo

Kenzo Zine will be placed at 20 of the brand's storefronts in the European market. At the locations where the print publication will be available, Kenzo has organized displays of the featured photograph in a gallery-like setting around its European stores.

A video component has also been shared by the brand to expand the reach of its editorial project. The six-minute video brings the viewer to Nsukka, accompanied by two cape- and cowboy-wearing men on motorcycles.

The video travels around the village as the women prepare for the beauty pageant. On top of the Kenzo summer 2017 collection the Nigerian women wear sashes reading, "Miss Nsukka."

Kenzo's Gidi gidi bu ugwu eze video can be viewed [here](#).

Creative director Carol Lim and Humberto Leon often use film-style content to promote their collections for Kenzo. For example, Kenzo continuing its cinematic approach for its spring/summer 2017 campaign, which tells a musical tale.

The brand tapped Kahlil Joseph, the director behind Beyonc's viral visual album "Lemonade," to create a short film. "Music is my Mistress" opts out of a narrative format, instead telling a larger story through a series of scenes ([see story](#)).